

***CLAIM AMENDMENTS***

Please amend the claims, without adding new matter, so that the claims currently pending read as follows:

1. (Currently Amended) A method of resetting the value of a coupon comprising:
  - receiving a request for valuation of a coupon from a retailer;
  - accessing market demand information for a product corresponding to the coupon in response to the request;
  - determining a market demand value based on the market demand information;
  - determining a coupon value based on the market demand value; and
  - providing the coupon value to the [[retailer;]] retailer.
2. (Original) The method of claim 1 wherein the request for valuation is in response to a purchase.
3. (Original) The method of claim 1 wherein market demand is accessed from a database storing product sales data.
4. (Original) The method of claim 1 wherein market demand information is selected from a database including: retailer inventory, competitor pricing, current and anticipated competitor inventory, competitor advertising spending, cyclical buying trends, and economic indicators.
5. (Original) The method of claim 1 wherein the coupon value is limited within a predefined range.

6. (Original) The method of claim 1 wherein providing the coupon value to the retailer is in response to the request for valuation.

7. (Original) The method of claim 1 wherein the retailer is the manufacturer.

8. (Original) The method of claim 1 wherein the market demand value comprises a percentage to be multiplied by the coupon value.

9. (Original) The method of claim 1 further comprising: allocating at least a portion of the coupon value to the customer purchasing the product.

10. (Original) The method of claim 1 further comprising: allocating at least a portion of the coupon value to the retailer.

11. (Currently Amended) A computer readable media medium containing computer readable code for resetting the value of a coupon based on market information comprising:

computer readable code for receiving a request for valuation of a coupon from a retailer;

computer readable code for accessing market demand information for a product corresponding to the coupon in response to the request;

computer readable code for determining a market demand value based on the market demand information;

computer readable code for determining a coupon value based on the market demand value; and

computer readable code for providing the coupon value to the retailer.

12. (Currently Amended) The ~~method~~ medium of claim 11 wherein the request for valuation is in response to a purchase.

13. (Currently Amended) The ~~method~~ medium of claim 11 wherein market demand is accessed from a database storing product sales data.

14. (Currently Amended) The ~~method~~ medium of claim 11 wherein market demand information is selected from a database including: retailer inventory, competitor pricing, current and anticipated competitor inventory, competitor advertising spending, cyclical buying trends, and economic indicators.

15. (Currently Amended) The ~~method~~ medium of claim 11 wherein the coupon value is limited within a predefined range.

16. (Currently Amended) The ~~method~~ medium of claim 11 wherein providing the coupon value to the retailer is in response to the request for valuation.

17. (Currently Amended) The ~~method~~ medium of claim 11 wherein the retailer is the manufacturer.

18. (Currently Amended) The ~~method~~ medium of claim 11 wherein the market demand value comprises a percentage to be multiplied by the coupon value.

19. (Currently Amended) The ~~method~~ medium of claim 11 further comprising: computer readable code for allocating at least a portion of the coupon value to the customer purchasing the product.

20. (Currently Amended) The ~~method~~ medium of claim 11 further comprising:  
computer readable code for allocating at least a portion of the coupon value to the retailer.

21. (Currently Amended) ~~Computer~~ A computer readable media medium  
containing computer readable code for resetting the value of a coupon based on market  
information comprising:

means for receiving a request for valuation of a coupon from a retailer;  
means for accessing market demand information for a product corresponding  
to the coupon in response to the request;  
means for determining a market demand value based on the market demand  
information;  
means for determining a coupon value based on the market demand value; and  
means for providing the coupon value to the [[retailer;]] retailer.